

WHAT IS CLAIMED IS:

1. An odor control layer for personal care products comprising a dried, aqueously  
5 deposited formulation of odor sorbent and binder wherein said layer is placed in a  
personal care product selected from the group consisting of diapers, training pants,  
absorbent underpants, adult incontinence products, and feminine hygiene products.
2. The layer of claim 1 wherein said sorbent is selected from the group consisting of  
10 silicas, aluminas, titanias, zeolites, sodium carbonates, sodium bicarbonates, sodium  
phosphates, zinc and copper sulfates, activated carbon and mixtures thereof.
3. The layer of claim 2 wherein said sorbent is activated carbon and is present in an  
amount of between about 2 and 80 weight percent on a dry basis.  
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4. The layer of claim 2 wherein said sorbent is activated carbon and is present in an  
amount of between about 5 and 75 weight percent on a dry basis.
5. The layer of claim 2 wherein said sorbent is activated carbon and is present in an  
20 amount of between about 10 and 30 weight percent on a dry basis.
6. The layer of claim 2 which is selected from the group consisting of tissues, films,  
paper towels, nonwoven webs, coform, airlaid, wet-laid, bonded-carded webs and  
laminates thereof.  
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7. A personal care product comprising a liquid impervious baffle, a liquid pervious body

side liner, and a substrate having thereon a dried, aqueously applied layer of activated carbon and binder, wherein said personal care product is selected from the group consisting of feminine hygiene products and adult incontinence products.

5 8. The personal care product of claim 7 wherein said carbon is present in an amount between about 2 and 80 weight percent on a dry basis.

9. The personal care product of claim 7 wherein said sorbent is activated carbon and is present in an amount of between about 5 and 75 weight percent on a dry basis.

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10. The personal care product of claim 7 wherein said sorbent is activated carbon and is present in an amount of between about 10 and 30 weight percent on a dry basis.

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11. A personal care product comprising a durable activated carbon treatment wherein said product has odor reduction according to ASTM E1207-87 that is superior to a similar product lacking said activated carbon treatment.

12. A pouch for disposal of a personal care product comprising an odor sorbing treatment.

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13. The pouch of claim 12 wherein said personal care product is selected from the group consisting of diapers, feminine hygiene products and incontinence products.

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14. An odor reduction insert for air barrier packaging comprising a substrate having a treatment of activated carbon and binder.

15. The insert of claim 14 which is inserted into a package of toilet paper.

16. A method of controlling odor in a personal care product comprising the steps of  
dipping a substrate into a formulation of activated carbon, binder and water,  
5 squeezing said substrate, drying said substrate, and placing said substrate into a  
personal care product.